

New England National Convention Farm Tours

Elite Dairy II, Copake, New York

Partners Ken Main and Dr. Kenny Joe Manion of Elite Dairy II, Home of Edge View Genetics, Copake, New York, will host an open farm tour starting at 10:30 am on Wednesday, June 30th, as part of the 2021 National Brown Swiss Convention. At 12:00 noon, a lunch featuring BBQ will be served at Elite Dairy II.

Located approximately 75 miles from convention headquarters in Hadley, Massachusetts, Elite Dairy II has long been a source of elite Brown Swiss genetics including numerous All-American winners throughout the years. "Our goal is to breed elite Brown Swiss cattle and make a few good ones," said Ken Main.



Visitors will have an opportunity to view 2020 All American Aged Cow Cutting Edge Thunder Faye 'E94' and All American Junior Three Year Old Cutting Edge D Trish ETV 'E91' among other All Americans and Nominated All American individuals in the 65-cow herd. In addition is the opportunity to view World Dairy Expo two-time Supreme Champion Cutting Edge T Delilah 'E95'. Delilah is only the second Brown Swiss to claim back-to-back World Dairy Expo Supreme Champion titles. Milking daughters of Delilah will also be on display.



Allard's Farms, Inc., Hadley, Massachusetts

Allard's Farms, Inc., owned by Phillip (Wayne) Goulet, Hadley, Massachusetts, will host an open farm tour starting at 2:30 pm on Wednesday, June 30th, as part of the 2021 National Brown Swiss Convention. The farm location is unique: located directly behind a busy strip mall, 2/10 of a mile from a high-traffic intersection along Route 9, it is also located centrally between five busy college campus.

Following his formal education (BS in Economics followed by an MBA, with supplementary courses in Animal Genetics and Nutrition), Wayne returned to the farm in 1968 and took over the farming operations from his parents that Wayne's grandfather, Joseph Allard, began in 1935.

Originally a registered Holstein farm, the first Brown Swiss arrived at Allard's Farms when Bob Gould was hired as herdsman in 1991, bringing six Brown Swiss with him. Wayne's parents, who resided in the main farmhouse at the time, like many of us in the Brown Swiss world, simply became smitten with the lovely Brown cows that had joined the farm and the pastures of Allard's Farms. 1993 brought the farm's first purchase of a group of Brown Swiss



from Dennis and Ronald Ray Daubert from Pine Grove, PA. Other small groups were eventually purchased through Ken Main, Wayne Sliker, and various other

herds and sales to expand their Brown Swiss herd. In 2003, Wayne and Bob made the decision to sell all 750 of the Registered Holsteins and focus solely on the Brown Swiss.

Wayne and his farm team pride themselves on taking the best care of their dairy cows, their facilities and their farmland every day. Over the years, Wayne has based farm decisions on the values of being energy efficient and as environmentally friendly as possible. In 2017-2018, the farm installed new "comfort stalls" as well as expanded their venture into the field of solar energy.

The longevity of Allard's Farm, Inc. speaks for itself. The farm employs six full-time employees. Allard's Farms owns or rents over 600+ acres of cropland throughout the community. The farm currently milks 115 Brown Swiss - a few Holsteins have made their way back into the milking string, making the milking total 125 with another 140 heifers and young stock on the farm. The RHA is 22,100 with 856 fat and 697 protein.



2021 New England Brown Swiss Convention



Welcome to the 2021 National Brown Swiss Convention in Hadley, in the beautiful Connecticut River Valley Area of Western Massachusetts. We certainly hope that you will enjoy the Convention and your visit to this very scenic and historic region of New England.

The 3-County Fairgrounds in Northampton, site of the 2021 National Sale, the Sale Barn is the exact site of the 75th Golden Jubilee National Sale of 1955. That sale was very successful and was managed by Brown Swiss Sale Service, Norman E. Magnussen.

Due to the ongoing situation both here and throughout the U.S., we are not able to offer some of our previously planned activities, such as bus tours and assembling indoors in large groups. We are presenting some points of interest for our visiting friends to explore both locally and throughout the New England Region.

The Five College area of Western MA-UMass, Amherst College, Hampshire College, (Amherst), Mt Holyoke College (South Hadley), and Smith College (Northampton) are very important for the educational, business, and socioeconomic interests of the citizens of both the region and the state. All are within a very short drive of the Hadley area. UMass and Stockbridge School of Agriculture have provided outstanding educational opportunities for many students statewide and worldwide. Amherst College has long been renowned as a top quality “Mini Ivy College” and education center, as has Smith College and Mt. Holyoke which are very outstanding institutions of higher learning. With the many colleges comes a wide array of nearby activities and attractions such as restaurants, winery’s, breweries and shopping opportunities.

New England States

Every state has its unique attractions, activities, geographic features, history, and personality. New England is comprised of six states – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Four states – Connecticut, Massachusetts, New Hampshire, and Rhode Island were original 13 Colony States. Maine was part of Massachusetts until becoming a state in 1820. Vermont was claimed by both New Hampshire and New York and became a state in 1791.

The region has been of very Historic significance to the United State from colonial times, to the present. The Viking explorers, and late other European visitors, probably landed here as early as the 1100’s AD. In the 1500’s before any permanent settlements were established in the present U.S., Europeans were fishing off the coast and from seasonal camps such as Pemaquid, Maine. Many of the earliest settlers and pioneers originated from New England as well as other East Coast states before moving westward.

The first English settlements were in what was then Plymouth Colony 1620 (The Pilgrims) and Mass Bay Colony Boston 1629 (The Puritans). After difficult and fledgling beginnings, many other communities along the coastlines and later inland were settled. The Connecticut River Valley region had early settlement due to the very rich farmland and transportation by boat on the Connecticut River. The Connecticut River Valley, for centuries, has been very important to the livelihoods of citizens of New Hampshire, Vermont, Massachusetts, and Connecticut.

If you can stay for an extended period or visit again at a later date and want to explore more of New England, the possibilities are virtually endless with so many historical, recreational and other opportunities.

Other Regional Points of Interest

Connecticut

“The Nutmeg State” – Connecticut has been an important Manufacturing and Insurance Hub (Hartford) for many decades. Agriculture and Dairy Farming, while diminished, are still very important as well. There are still large and small dairy farms and top-notch dairy cattle in all the breeds.

UConn, in Storrs, has been a technological leader in education and business, their agricultural and farm has done an outstanding job preparing its students and with their purebred herd encompassing several breeds.

Connecticut is known for beautiful small villages throughout the state, from the “quiet corner” of Northeastern Connecticut to the Western Hills to the coastline. There is much to explore, great restaurants, antiquing, sightseeing, festivals, and fairs.

The Coastline from Mystic Seaport to Greenwich, has many scenic places to visit. Yale University in New Haven is famous for its Law School and Medical Center.

Maine

“The Pinetree State” also known as “Vacationland”. When driving into Southern Maine, there are two signs on Rte. 95 “Worth A Visit, Worth a Lifetime” and “The Way Life Should Be”. Known for lobster fishing, blueberries, lumber harvesting, potatoes, shipbuilding, and so much more. Acadia National Park, Baxter State Park, and numerous lakes and rivers have long been a sportsman and sight-seers paradise. The Western Mountains have 2 world famous ski resorts, as well as several other outstanding ski areas. Lighthouses along the coast are well known for their unique features and scenic locales by residents and visitors.

Outdoor sports and recreation opportunities are virtually limitless throughout Maine. Snowmobiling, skiing, hiking, recreational fishing, whale watching. Known for its rockbound coast, from southern Maine to Downeast. There are large beach areas especially in Old Orchard, Kennebunk, Wells, Ogunquit, and York. The islands off the coast are well worth a visit. There are so many throughout the state. Many visitors come to Maine just to see the Islands, some have year-round residents and communities.

Maine has very large ponds, rivers, and lakes throughout the state, Moosehead Lake in north central Maine being the largest at 28 miles long. These were vital to the economics of both England and the colonies since colonial times, especially with lumbering. Many of England, and Colonial America’s sailing fleet ship timbers and masts came from Maine’s forests and were transported by waterways throughout Maine. Today, there are numerous camps and resorts, some dating from the 1800’s, on the ponds and lakes. Canoeing, kayaking, fishing, sightseeing, hiking, and other activities, including snowmobiling and cross-country skiing are thriving.

Massachusetts

“The Bay State”. From Cape Cod to the Berkshires, so much to see and do. (In addition to the local points of interest primarily in the Connecticut Valley Region). The Berkshire Hills of Western MA has great scenery, small villages, farms, antiquing, country inns, and many outstanding restaurants. The Norman Rockwell Museum (Stockbridge), Tanglewood (Lenox) (Summer home of the Boston Symphony Orchestra), Mt. Greylock Reservation (Adams) and Williamstown, home of Williams College and its renowned Summer Theatre Program, are just a few.

First permanent New England Settlement – Pilgrims 1620 in Plymouth (Plymouth Rock). South coast, Cape Cod, and the Islands especially Martha’s Vineyard and Nantucket, are world renowned

vacation destinations. Swimming, boating, fishing, whale watches, the choices are many.

Boston – Established 1630, “The Cradle of the American Revolution”. The Boston Tea Party site, the Freedom Trail, and so much more. Nearby Lexington and Concord, where the Revolutionary War began in 1775. The North Shore, Salem, Newburyport, Cape Ann, Gloucester, and Rockport are unique and historic oceanside communities to visit.

New Hampshire

“The Granite State”. From the beaches, (Hampton, Rye, and Seabrook) to the White Mountains and Lakes Region, to the Connecticut Valley, and Monadnock Region, there is just so much natural beauty and numerous places to explore. The White Mountains are known as a hiking, skiing, and other outdoor activities paradise. Mt. Washington, in the Presidential Range, is the highest mountain on the east coast and has some of the most extreme weather and winds recorded. There are several world-renowned ski areas, and many other excellent and popular “year-round” resorts as well throughout the state.

The Lakes Region, near Lake Winnepesaukee, encompasses many large lakes where there are beautiful mountain and lake views. Major activities include fishing, swimming, boating, and numerous other related activities.

Rhode Island

“The Ocean State”. “Little Rhody”. For many years, it was reported that there was at least one ranch in Texas larger than the State of Rhode Island. Rhode Island has many coastal communities and resort areas on the coast. Block Island off the coast is well worth the visit. Newport has its many festivals and famous mansions. Narragansett Bay has always been very important to Rhode Island’s Agriculture and Industrial well-being. Commercial and recreational fishing, boating, and other water related activities both along the coast and in Narragansett Bay are important activities to many Rhode Islanders and visitors. Providence, the capital city, was founded by Roger Williams in colonial times when he left Puritan Boston to escape religious persecution. Providence is known for its architecture and many outstanding restaurants.

Vermont

“Vert Mont” – French for Green Mountains. Vermont is widely considered one of the most scenic states anywhere, with its Green Mountains, Lake Champlain and Champlain Valley, River Valleys, the Northeast Kingdom, and throughout the state. The only New England state not on the Atlantic Ocean. Vermont has beautiful and very large Lake Champlain. Sometimes Vermont is referred to as New England’s “Northwest Coast”. Lake Champlain borders New York and Vermont. Known for “Champy, the lake monster”, there have been many documented (and undocumented) sightings for centuries of this curious serpent-like lake dweller.

Burlington, on Lake Champlain, is Vermont’s largest city and the home of the University of Vermont and Champlain College. UVM offers a strong dairy science and pre-veterinary program and has a Holstein and Jersey herd.

Known especially for maple sugaring and maple syrup production, Vermont has more dairy farms than any other New England state. This includes most of New England’s larger Brown Swiss herds, most of which are in the Champlain Valley.

Vermont has numerous recreational activities, boating, hunting, fishing, hiking, cross-country and downhill skiing, and so much more. Vermont is home to many well-known ski areas including several world-famous ski areas and resorts.

2021 New England National BS Convention Schedule

TUESDAY, JUNE 29

4pm Registration table opens, Hampton Inn, Hadley, MA

WEDNESDAY, JUNE 30

7am Breakfast at hotel

8am Registration table opens, Hampton Inn

10:30am Open farm tour: Elite Dairy, Copake, NY

12pm Lunch @ Elite Dairy

2:30pm Open farm tour: Allards Farm, Hadley

3:30pm Ambassador and Youth Achievement Interviews – Hampton Inn, Hadley

6pm Welcome Dinner- The Pavilion at YMC, Hadley, MA

7pm Board of Directors Meeting, Homewood Suites, Hadley, MA

THURSDAY, JULY 1

7am Breakfast at hotel

8am Registration opens, Hampton Inn

9am National Brown Swiss Adult Awards,

The Pavilion at YMC, Hadley

12pm Lunch, The Pavilion at YMC

1pm Annual Meeting Brown Swiss Association,

The Pavilion at YMC

*Board of Directors will reconvene following Annual Meeting, Homewood Suites, Hadley

3pm Cattle preview & social, Three County Fairgrounds, Northampton, MA

5:30pm Dinner, Youth Ambassador Contest & Junior Awards,

The Pavilion at YMC

7pm Junior Fun Auction, The Pavilion at YMC

FRIDAY, JULY 2

7am Breakfast at hotel

10am The New England Super Swiss National Sale,

Three County Fairgrounds, Northampton, MA



GPS Addresses:

Hampton Inn, 24 Bay Road, Hadley, MA

Homewood Suites, 340 Russell Street, Hadley, MA

The Pavilion at the Young Men’s Club: 138 East Street, Hadley, MA

Allard Farms: 41 South Maple Street, Hadley, MA

Three County Fairgrounds: 54 Fair Street, Northampton, MA

Elite Dairy: 533 North Mountain Road, Copake Falls, NY

AREA ATTRACTIONS

Naismith Memorial Basketball Hall of Fame, 877-446-6752
1000 W Columbus Ave, Springfield, MA www.hoophall.com

Six Flags Amusement Park, 413-786-9300 1623 Main St,
Agawam, MA www.sixflags.com/newengland

Yankee Candle, 877-636-7707 25 Greenfield Rd, South Deer-
field, MA www.yankeecandle.com

Old Deerfield, Deerfield, MA 413-774-5581
www.historic-deerfield.org

Calvin Coolidge Presidential Library & Museum, 413-587-
1014, 20 West St 2nd Fl of Forbes Library, Northampton, MA
<https://forbeslibrary.org/Coolidge>

Iron Horse Music Hall, 413-584-0610 20 Centre St, Northamp-
ton, MA www.iheg.com

MGM Casino, 413-273-5000 1 MGM Way, Springfield, MA
www.mgmspringfield.mgmresorts.com

Zoar Outdoor, 413-339-4010 7 Main St, Charlemont, MA
www.zoaroutdoor.com

Mount Holyoke Range State Park 413-253-2883 1500 West St,
Amherst, MA
www.mass.gov/locations/mount-holyoke-range-state-park

Mt Tom State Reservation, 413-534-1186 125 Reservation Rd,
Holyoke, MA
www.mass.gov/locations/mount-tom-state-reservations

Summit House, 413-586-0350 195 Skinner State Park Rd,
Hadley, MA www.mass.gov/locations/skinner-state-park

Mass Audubon Society Arcadia Wildlife Sanctuary, 413-584-
3009 127 Combs Rd, Easthampton, MA
www.massaudubon.org/get-outdoors/wildlife-sanctuaries/arcadia

Hadley Farm Museum, 413-586-1160 147 Russell St, Hadley,
MA www.hadleyfarmmuseum.org

Food and Beverages

Alina's (Italian) 413-584-8000
95 Russell St, Hadley, MA www.myalinas.com

Amanouz Café (Moroccan) 413-585-9128
44 Main St, Northampton, MA www.amanouzcafe.com

Antenna Cloud Farm
25 Green Hill Rd, Gill, MA www.antennacloudfarm.com

Bistro Les Gras (French) 413-320-4666
25 West St, Northampton, MA bistrolesgras.com

Black Birch Vineyard 413-247-3300
108 Straits Rd, North Hatfield, MA www.blackbirdvineyard.com

Bombay Royale (Indian, Asian) 413-341-3537
1 Roundhouse Plaza, Suite 4, Northampton, MA
www.bombayroyalema.com

Carr Ciderhouse 413-336-7363
295 River Dr, Hadley, MA www.carrciderhouse.com

Eastside Grill (American, Cajun, Creole) 413-586-3347
19 Strong Ave, Northampton, MA www.eastsidegrill.com

Fitzwilly's (American) 413-584-8666
23 Main Street, Northampton, MA www.fitzwillys.com

Fort Hill Brewery 413-203-5754
30 Fort Hill Rd, Easthampton, MA www.forthillbrewery.com

Glendale Ridge Vineyard 413-527-0164, 155 Glendale Rd,
Southampton, MA www.glendaleridgevineyard.com

Gohyang Korean Restaurant (Asian, Korean) 413-586-8848
113 Russell St, Hadley, MA www.gohyangrestaurant.com

India House Restaurant (Indian) 413-586-6344
45 State St, Northampton, MA www.indiahousenorthampton.com

Joe's Café & Spaghetti House (Italian, pizza) 413-584-3168
33 Market St, Northampton, MA joescafenorthampton.com

Johnny's Tap Room 413-534-8222
23 College St, South Hadley, MA johnnysbarandgrille.com

Johnny's Tavern (American, bar) 413-230-3818
30 Boltwood Walk, Amherst, MA johnnystavernamherst.com

Johnny's Roadside Diner (American, diner) 413-256-8000
458 Russell St, Hadley, MA www.johnnysroadside.com

Local Burgers and Fries 413-586-5857, 16 Main St Suite 1,
Northampton, MA www.localnorthampton.com

Mount Warner Vineyards 413-588-1329
Hadley, MA www.mwvineyards.com

Mulino's Trattoria (Italian) 413-586-8900
41 Strong Ave, Northampton, MA mulinosrestaurant.com

Northampton Brewery 413-584-9903
11 Brewster Ct, Northampton, MA northamptonbrewery.com

Paul & Elizabeth's (American, Asian) 413-584-4832
150 Main St Suite 5, Northampton, MA
<https://paulandelizabeth.com>

Pioneer Valley Vineyard 413-247-3007
41 School St, Hatfield, MA pioneervalleyvineyard.com

Pita Pockets (Quick Bites) 413-256-3600
103 N. Pleasant St, Amherst, MA www.pitapocketsamherst.com

Progression Brewery Company 413-341-3517
9 Pearl St, Northampton, MA progressionvalleyvineyard.com

Sierra Grille (American) 413-584-1150
41-A Strong Ave, Northampton, MA www.thesierragrill.com

Texas Roundhouse (American, Steakhouse) 413-584-0100
280 Russell St, Hadley, MA www.texasroadhouse.com

Thai Garden (Asian, Thai) 413-587-3336
2 Bridge St, Northampton, MA www.thaigardennorthampton.com

Wildwood Barbeque (American) 413-584-4227
235 Russell St, Rte. 9, Hadley, MA wildwoodque.com